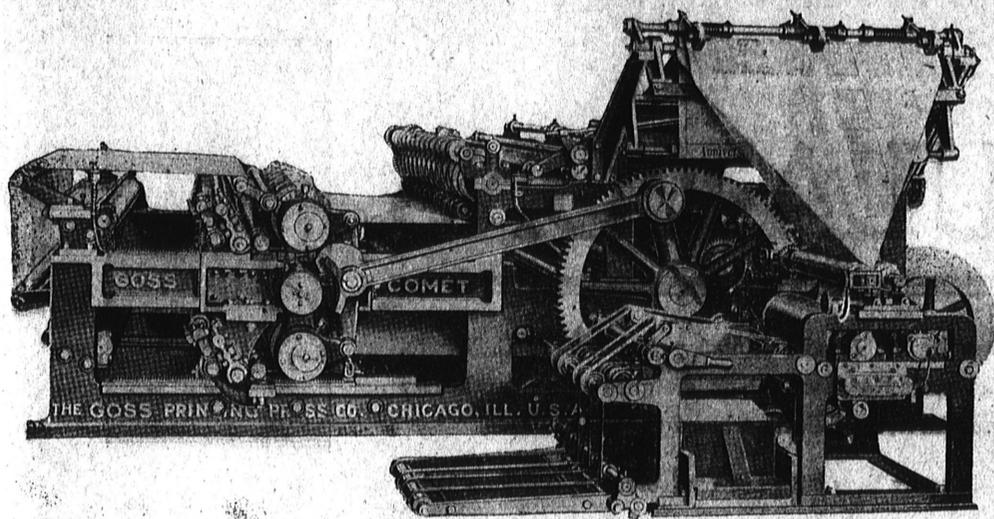
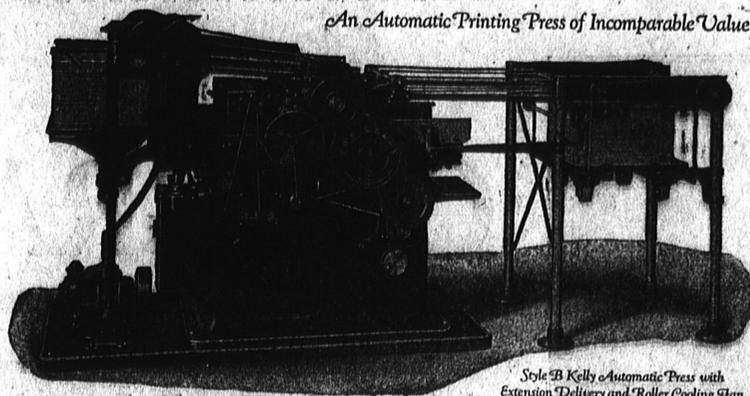


GOSS PRESS INSTALLED AUTOMATIC PRESSES SPEED PRODUCTION AND LOWER COSTS



An Automatic Printing Press of Incomparable Value



Style B Kelly Automatic Press with Extension Delivery and Roller Cooling Fan

View of the Kelly—the fastest and most costly automatic printing press made. There are also smaller hand-fed and automatic presses in the company's plant to be used on smaller and short run work.

The Automatic Printing Co., Inc., is a merger between the company of that name founded by H. F. Ulbright and the commercial printing department of The Torrance Herald and Lomita News.

Mr. Ulbright opened his printing establishment in Torrance in 1925. Last January, owners of The Herald and Mr. Ulbright, realizing that costs could be reduced and service improved by making the two printing plants one, perfected a merger. The company is being incorporated with Mr. Ulbright as President and production manager and W. Harold Kingsley as secretary-treasurer and sales manager. Grover C. Whyte is the third director.

The Automatic today is enjoying a steadily growing patronage, doing work for large companies all over the harbor district and in Los Angeles. The company's plant is equipped with the latest and fastest automatic machinery available.

The company's Kelly automatic press illustrated above with a capacity of 3600 impressions an hour and with a press bed of 17 by 22 inches in dimensions is busy almost constantly. In addition two platen presses are steadily at work on short runs.

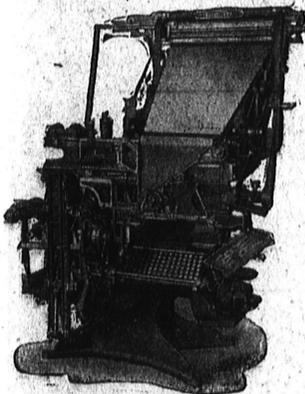
The company buys paper in ton lots direct from the mill. Paper for all jobs is cut on a great power cutter. Type is set by machinery except in cases where a special demand requires hand composition.

The bindery department is equipped with a power stitching machine, several gang punches and perforators. Tabbing racks of the latest and most efficient design have been built into the new building. In fact every phase of the printing industry can be accomplished at the Automatic in its new home with the highest possible speed and at a minimum of cost.



Photo by LaPlante
HENRY F. ULBRIGHT
President
Automatic Printing Co., Inc.

Three Typesetting Machines Used



This new Goss Comet press which has been installed by the Torrance Herald and Lomita News will print 3500 complete papers per hour, all folded and ready for delivery. It is the latest type newspaper press, using roll stock, and is manufactured by the Goss Printing Press Company, largest makers of newspaper printing presses in the world. It is this same company that builds the giant Goss presses used by the metropolitan daily newspapers.

Three typesetting machines are used in the Herald-Automatic plant, two for the production of the newspaper and one in the commercial printing department. These typesetting machines are almost "human" in their operation and are always the center of interest with visitors.

There will be exhibition runs on the newspaper and commercial printing presses at 4 and 8 o'clock on the opening day, and it is planned to have the typesetting machines in almost constant operation during the visiting hours on Friday from 3 to 5 p. m. and from 7 to 9 p. m.

Another very interesting department in the newspaper plant is the stereotyping room, where lead casts or "cuts" are made of illustrations to appear in the newspapers. Here on the opening day, you will see casts made from molten metal, sawed to size and then remelted for use again.

Newspaper production is an interesting process and the public is cordially invited to come and view the various operations on the opening day.

Useful souvenirs will be given all visitors.

We Are The Builders

Of The New Herald-Automatic Building At 1336 El Prado, Torrance, Calif.

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